

Proposals for Guildford Park Road car park



Welcome

Welcome to our consultation event to showcase our plans for the future of Guildford Park Road car park. The project team are here today to answer any questions you may have.

Guildford Borough Council and Wates are working in partnership to transform Guildford Park Road car park into much needed new homes, including council homes.

Our ambition is to create a distinctive place that is Guildford to its core whilst meeting local demand for housing. 40% of the homes will be owned and managed by the council.

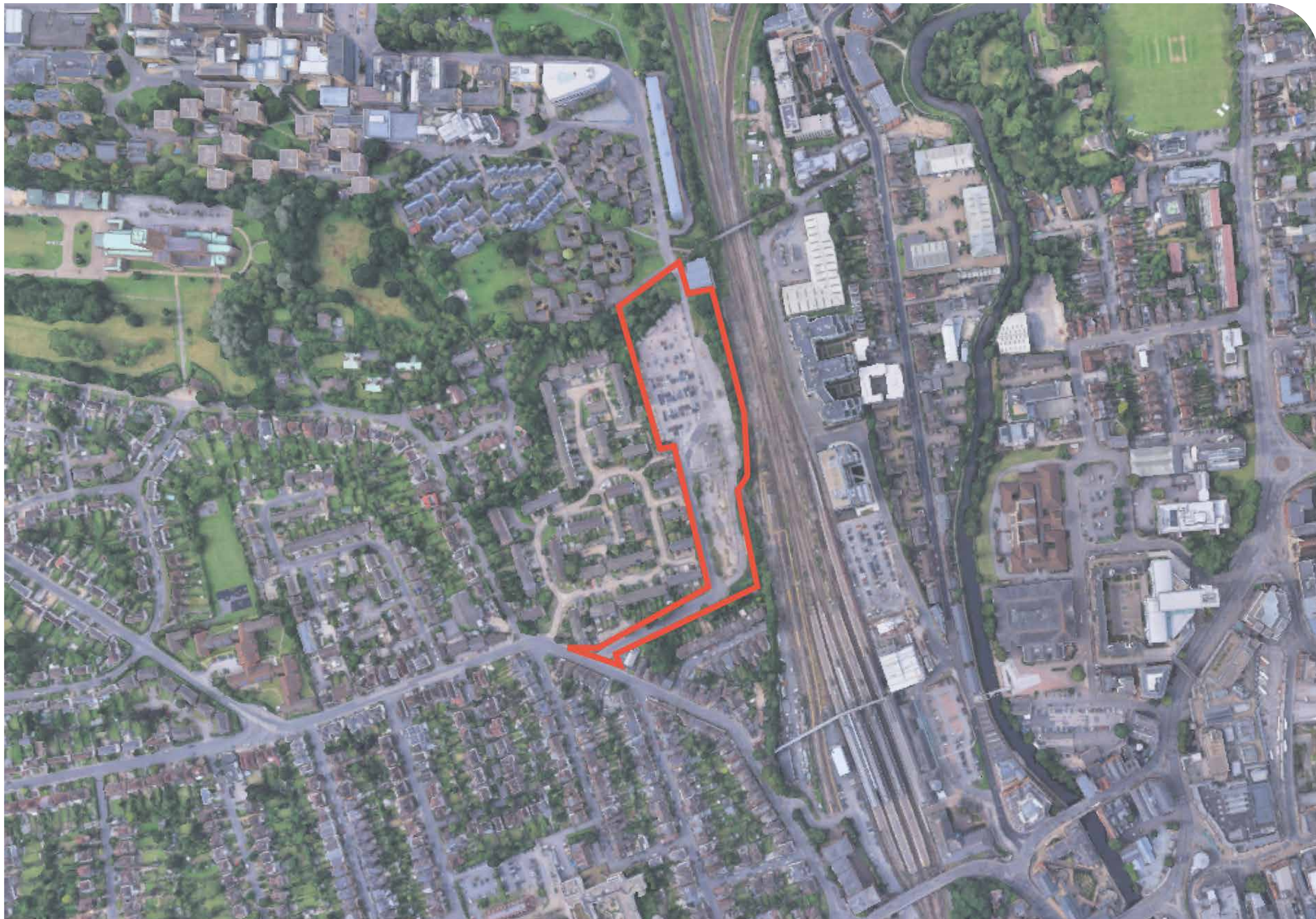
The partnership

The council appointed Wates as its development partner after a thorough selection process. The partnership brings together council-owned land with Wates development expertise to secure the redevelopment of this site. A commitment has been made to ensure a lasting legacy for the community beyond homes, investing in jobs, local businesses and education.

Tell us what you think

- Post your suggestions on the ideas board
- Complete a feedback form and return it today
- Take a form home and respond with the freepost envelope provided
- Scan the QR code to give your feedback online

Scan to visit
our consultation
website and find out
more



Aerial image of site with red line boundary.

Team

Development Partner



Development Partner



Architects and
Landscape Architects



Planning



Transport



Community Engagement



Proposals for Guildford Park Road car park

Site

Operated by Guildford Borough Council, the site is currently a pay and display car park providing 200 spaces for commuters and other users.

Its location directly to the north-west of Guildford train station and on the western edge of the town centre is highly accessible. This creates a unique opportunity for new homes in a sustainable location for Guildford residents.

Site history

The site has a rich heritage. It was the home of Guildford Brick Works dating back to the 1890s and became a car park in the 1950s. The bricks produced here were used in the construction of Guildford Cathedral.

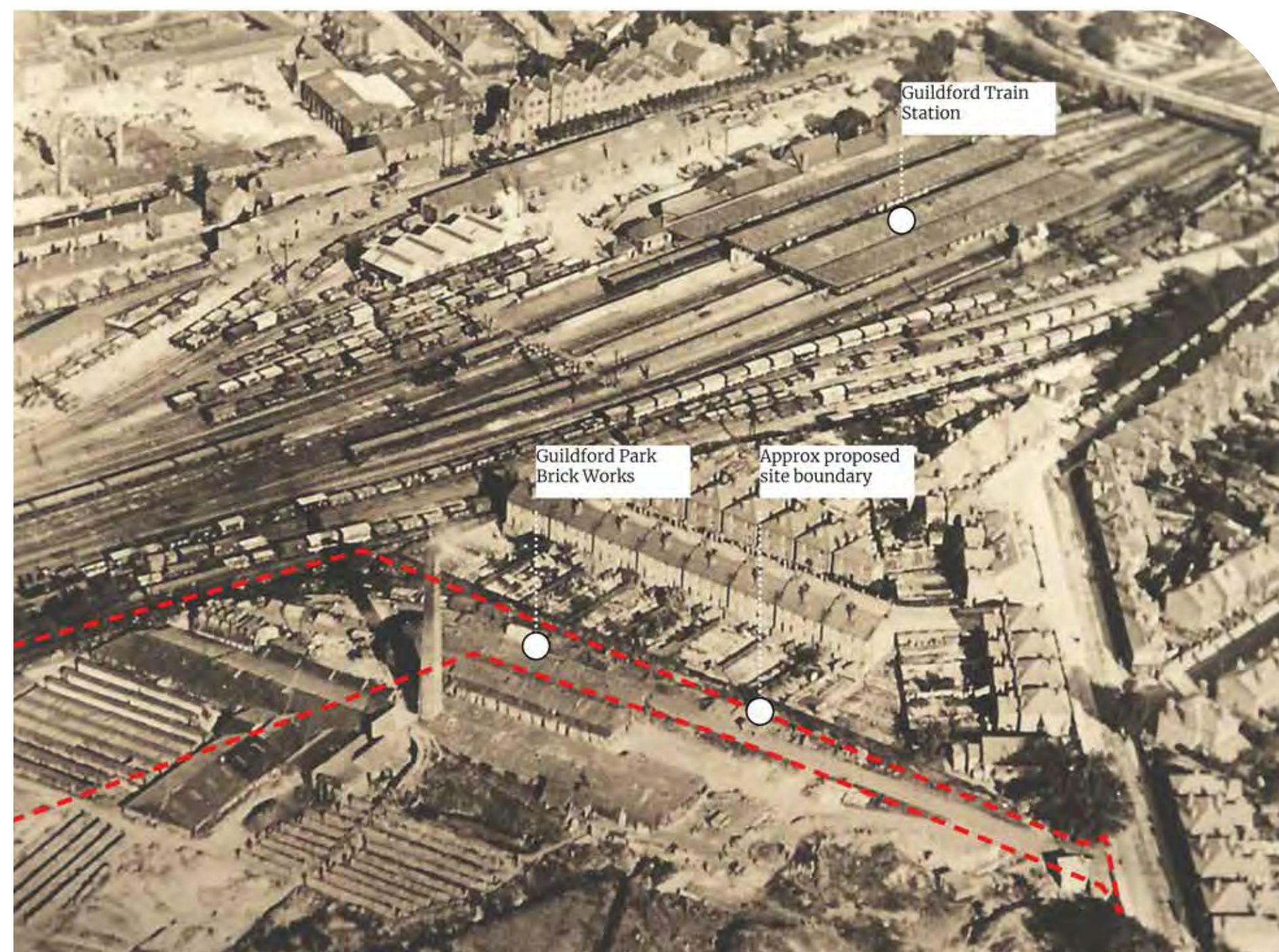
Guided by planning policies adopted in the council's Local Plan in April 2019, the site was allocated for housing to maximise its sustainable central location and make better use of the currently underutilised car park for residential development..

Previous planning permission

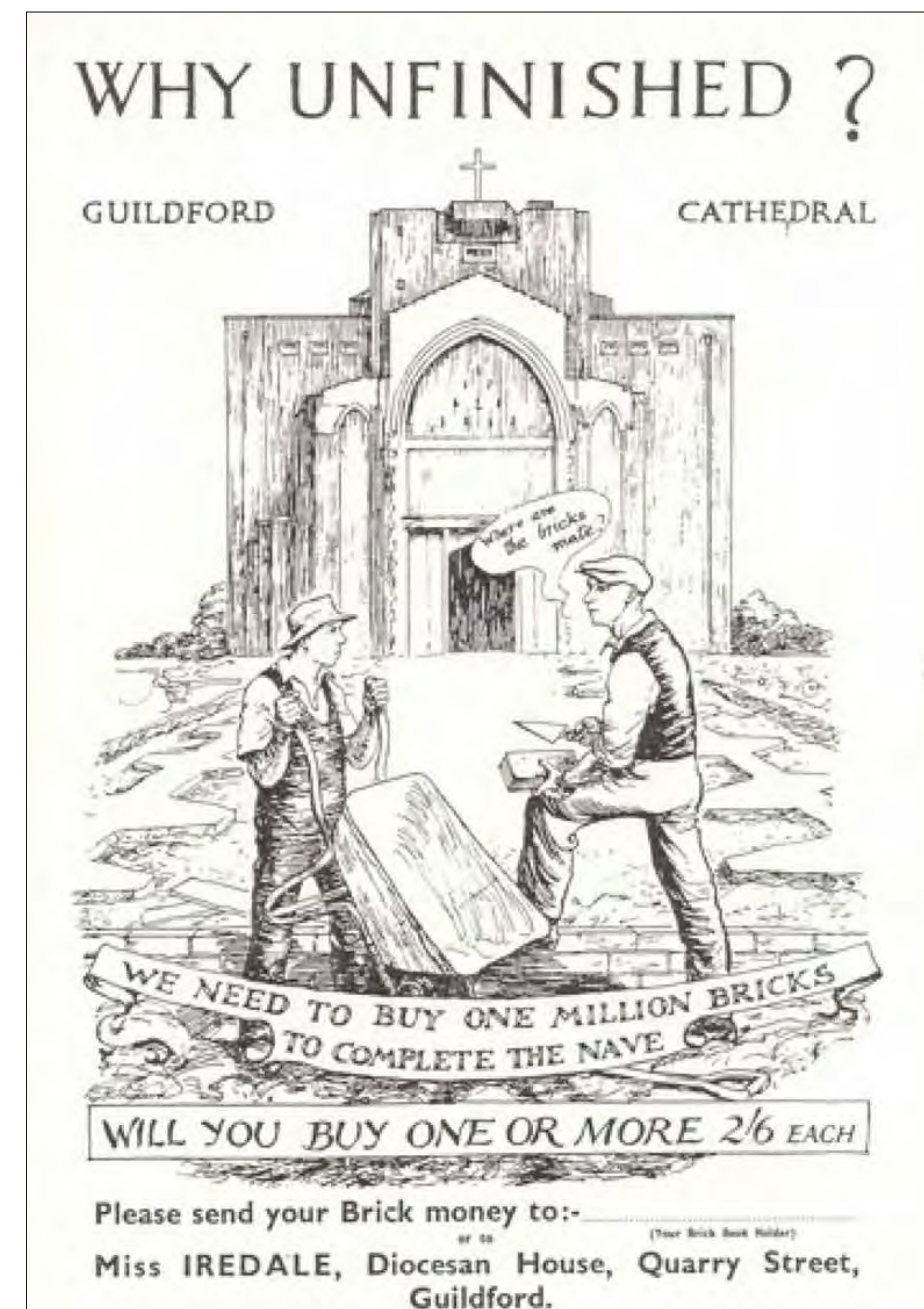
Planning permission was granted in 2017 (ref 16/P/01290) for:

- 160 apartments and houses, up to seven storeys
- multi-storey public car park with 541 spaces, at five storeys
- 825 sqm of commercial floorspace

This proposal is no longer considered appropriate for the site with the council's priority focused on maximising housing delivery in Guildford.



Aerial image of the site and train station from around 1920-1930.



View of the 2017 consented scheme.

Previous consultation

In 2022, the community were consulted on revised proposals for a 236-unit scheme of up to nine storeys where the principle of development was supported. However, a planning application was not submitted.

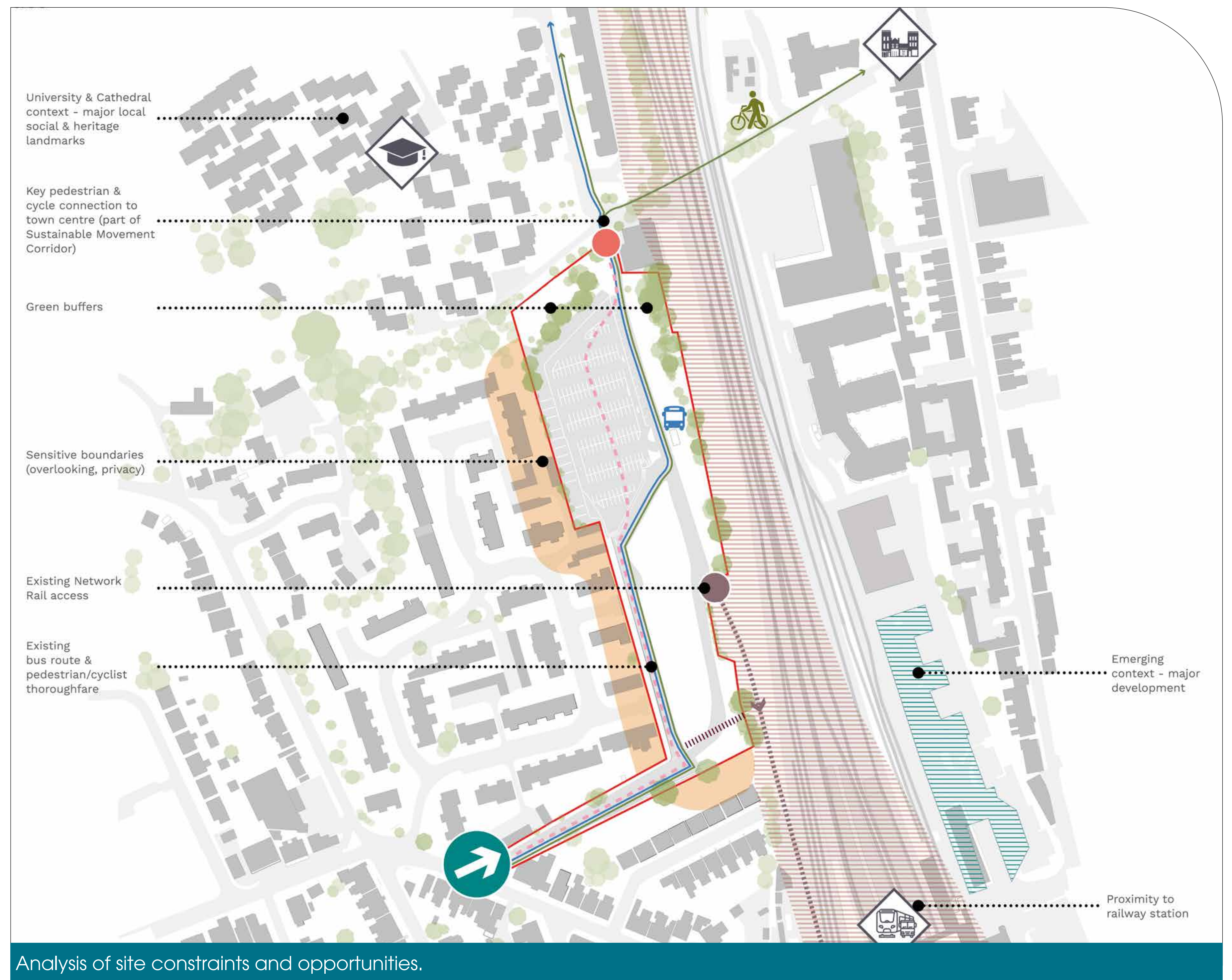


View of the 2022 revised proposals.

Proposals for Guildford Park Road car park

Site opportunities

- Design and deliver a high quality residential-led scheme providing much needed housing in a highly sustainable location
- Deliver homes owned and managed by the council
- Create a safer, healthier and greener route for all users
- Maintain and enhance views of and relationship with key heritage assets
- Incorporate the site's history in the character of the architecture and landscaping
- Consider relationship with existing properties, aiming to improve and enhance the sense of community
- Integrate sustainable drainage features and areas for play
- Optimise landscaping, building design and architectural features to mitigate visual and other impacts



Analysis of site constraints and opportunities.

Proposals for Guildford Park Road car park

Our vision



Landscape-led design approach

Improved biodiversity through planting and open spaces.

A low energy development

Designed to meet the challenges of tomorrow, new homes that are more energy efficient will reduce costs for residents.

High quality, healthy and accessible homes

Up to 248 new homes for the Guildford community with 40% owned and managed by the council and the remainder available for private sale or rent.

People focused approach

'Living Street', a public landscaped area and central green space, will be created where people can meet and spend time together.

Considered, community-led design

The plans have so far taken on board community feedback on our previous proposals. This will continue to be informed by our ongoing conversations with local stakeholders as we progress the plans.

Sustainable transport

With excellent transport links to the town centre and train station, the public areas will be designed to make it easier for people to use more sustainable ways of getting around.

Proposals for Guildford Park Road car park



Much needed new homes for Guildford

Guildford needs more council homes. This development will provide up to 248 new homes, including 40% of homes owned and managed by the council, easing the pressure on local housing.

Designed to fit into the heart of Guildford, these homes will be energy efficient, affordable to run, and in a location that offers excellent transport links.

There will be a variety of size and types, including options for families and individuals, creating a mixed and inclusive community whether renting, buying or through shared ownership.

Providing affordable council homes

By dedicating 40% of the homes to council housing, we are helping local residents find safe, secure homes.

The affordable homes will be 30% shared ownership and 70% affordable rent for those on the council's housing waiting list.



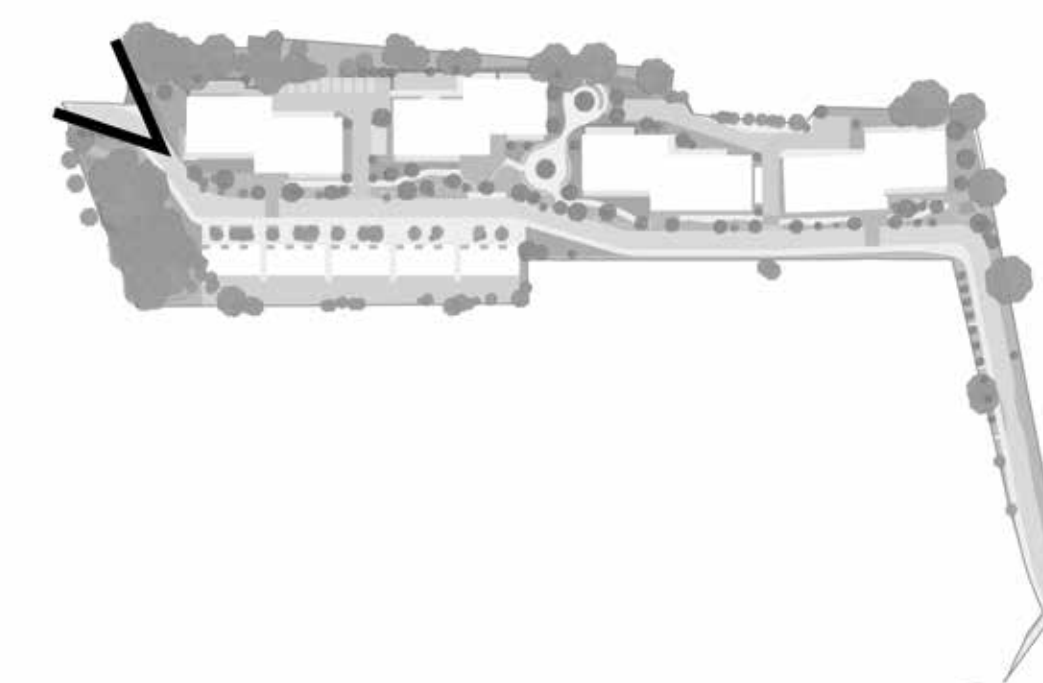
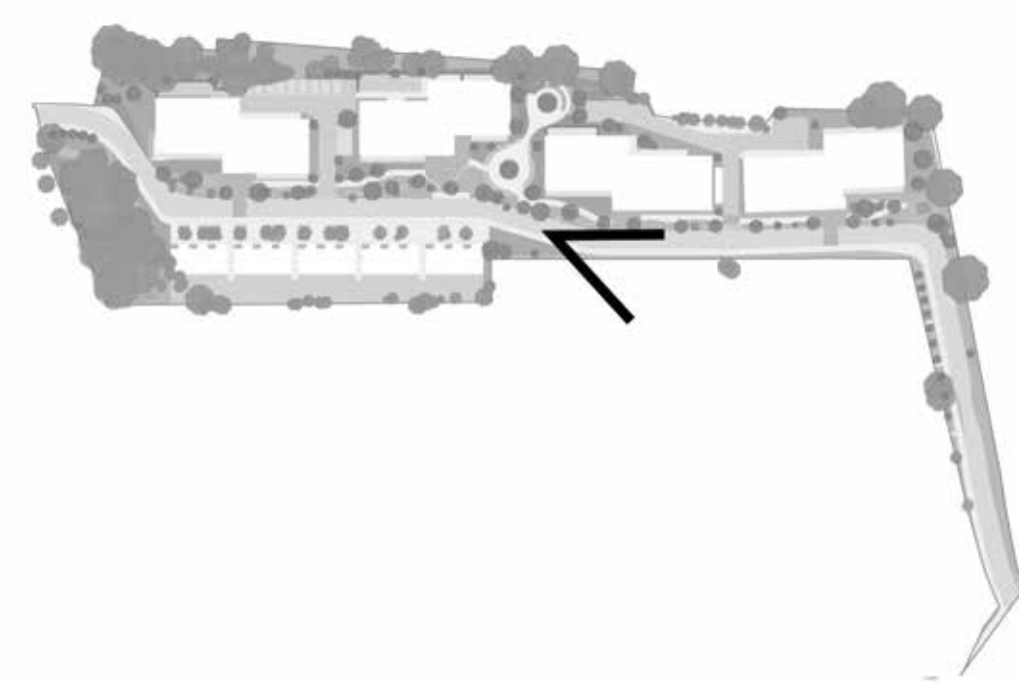
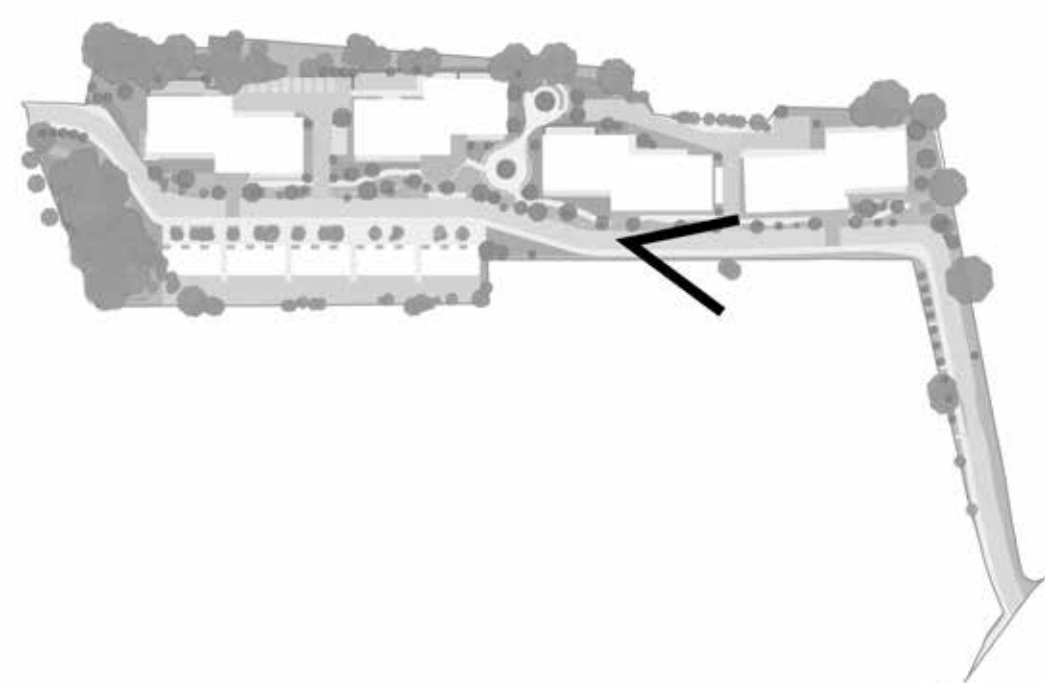
Proposed view looking north through the site.



Proposed view showing the central amenity looking north.



Proposed view of family townhouses.



Scan for more information on accessing affordable housing and shared ownership options in Guildford



Proposals for Guildford Park Road car park

Distinctive identity reflecting Guildford's character

This development reflects the values and character of Guildford, ensuring that it integrates seamlessly into the local fabric, with features that echo Guildford's identity, both modern and historic.

Architectural principles

The emerging masterplan strategy proposes the use of two main types of buildings: townhouses (two to three storeys) and interlocking apartment buildings (four to six storeys).

A range of bricks and materials will be carefully selected to reflect the architectural character of the local area.



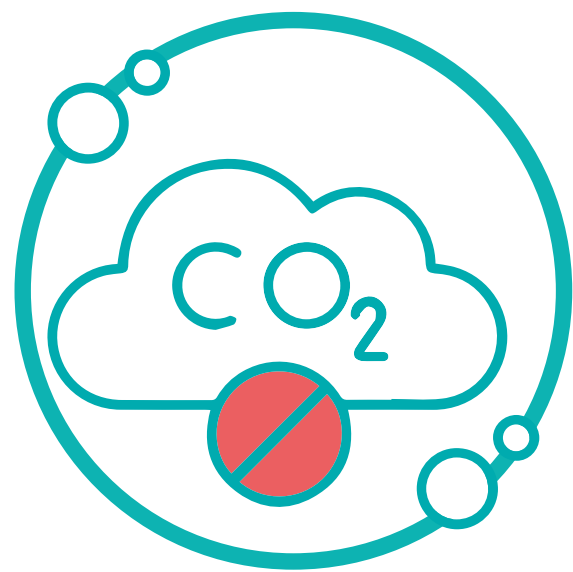
Indicative massing and building storeys of proposals.

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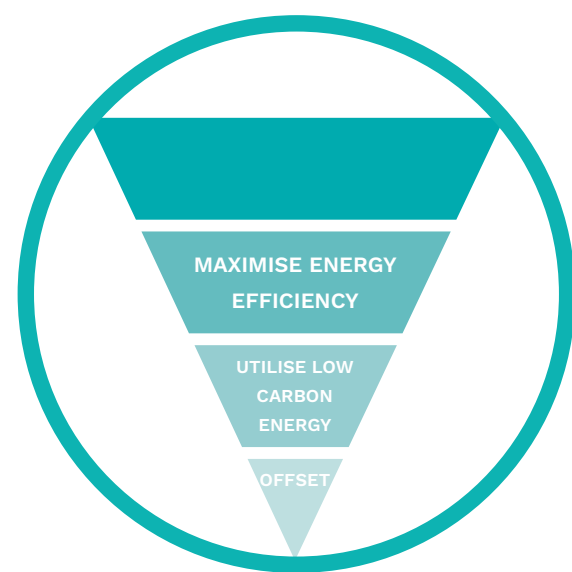
A place fit for the future

Creating well-designed climate resilient homes that use innovative low carbon construction methods and combat fuel poverty:

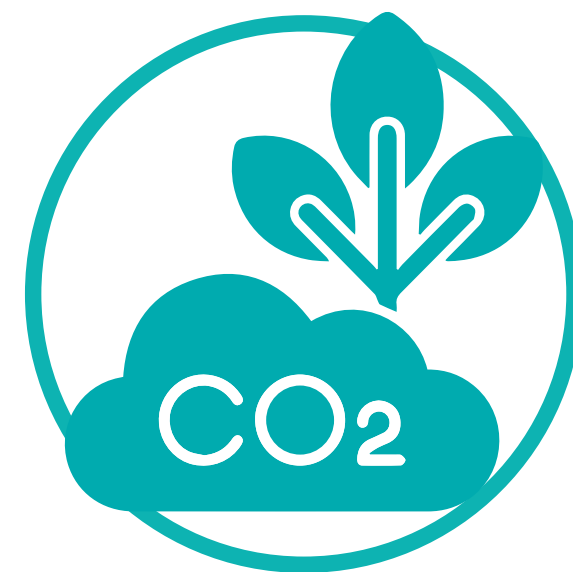
- Energy efficient homes built to the latest standards significantly reducing carbon emissions
- Regenerating underutilised land and increasing biodiversity through planting of over 100 native trees to improve habitat for wildlife
- Optimising building design to lower energy consumption and water usage
- Diversion of 99% of construction waste from landfill
- Potential installation of solar panels on the roofs
- Promoting sustainable modes of transport with extensive cycle parking spaces



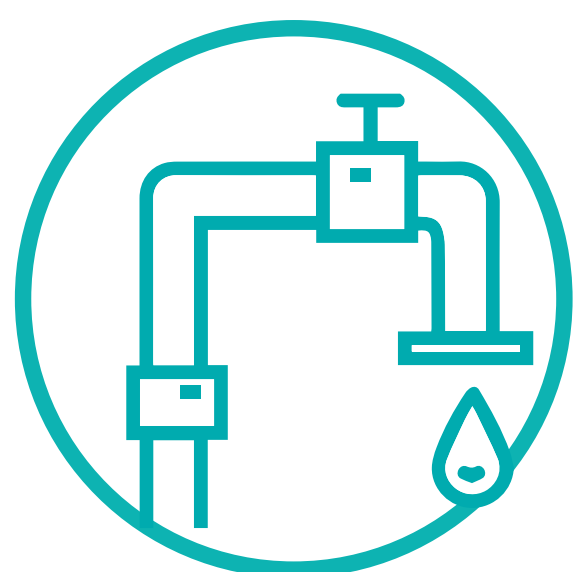
AVERAGE 90% CO₂ REDUCTION



FOLLOW THE ENERGY HIERARCHY
(Fabric First approach to design)



EMBODIED CARBON
(c. 800kgCO₂e/m²)



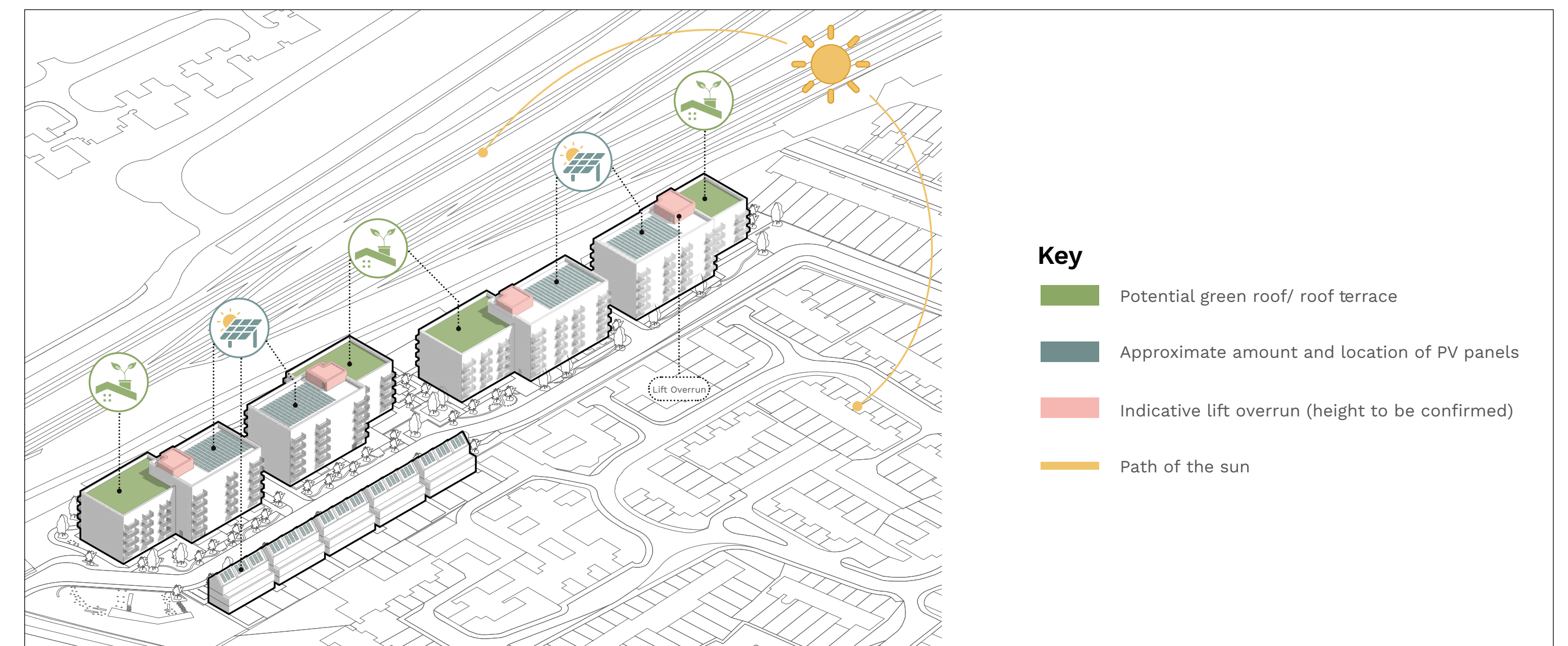
WATER EFFICIENCY
(95 litres/person/day)



SIGNIFICANTLY REDUCE UTILITY
BILLS
(a saving of around £300 per apartment
per year)



SEEKING TO EXCEED 20%
BIODIVERSITY NET GAIN



3D view of proposals showing the location of green roofs and solar panels.



Sketch of the play area, using the natural topography of the site.

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A lasting legacy for our community

At the heart of this development lies a commitment to social value and creating lasting, positive change for Guildford in addition to delivering vital new homes.

What is social value?

The term social value refers to the positive, sustainable impact we generate for local communities, the economy and the environment.

Social Value Action Plan

Beyond homes, this project is an investment in jobs, local businesses, and education. The Wates social value team has created the action plan with help from our community. This is a commitment over and above standard developer contributions. Worth up to £11 million, the plan is aligned with the council's key priorities.



Our plans align with the key priorities of Guildford Borough Council



We're committed to becoming a more socially and environmentally responsible borough



Building on Guildford borough's strong local economy to attract inward investment



A welcoming borough where people of diverse identities feel valued, respected, included, supported, and represented



We will use the powers and means available to us to ensure that local people have access to decent homes that they can afford



We're committed to public service, we exist to serve our residents, businesses, and visitors

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Any more ideas?

If you have any suggestions to add to our Social Value Action Plan, please add a post-it note to this board.



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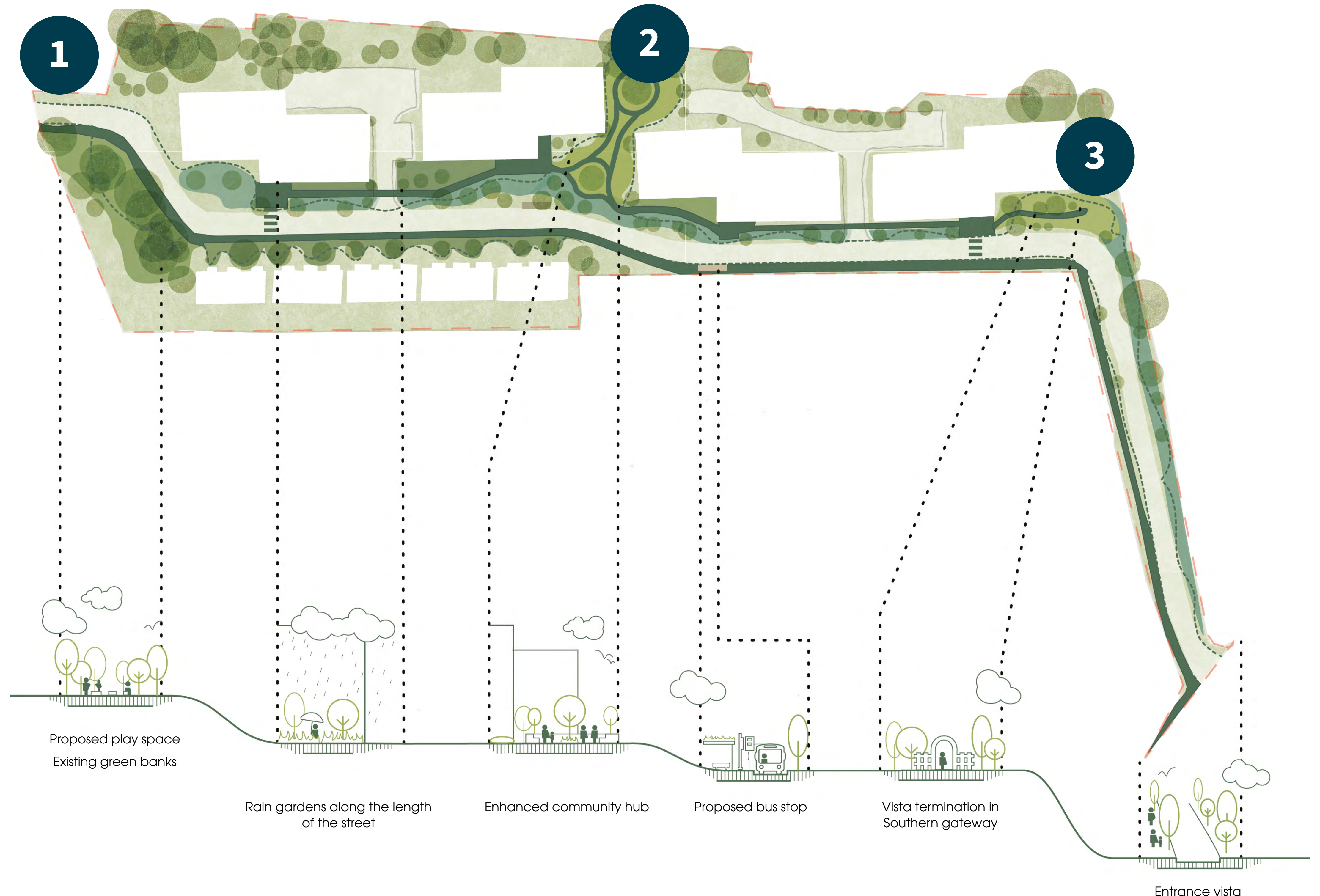
A place that can only be here

Rooted in Guildford's unique history, this site is being transformed into something truly special, one that reflects the town's character, celebrates its past, and shapes its future.

The Living Street concept

Originating in The Netherlands, the Living Street represents a people focused high quality landscaped social space in which pedestrians are the priority over vehicles.

Landscaped social spaces will be carved into the street, creating winding routes for vehicles, helping to reduce their speed.



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A place of connectivity

With excellent transport links to the town centre and Guildford train station, this development serves as a natural extension of Guildford's vibrant community while offering easy access to everything the town has to offer.

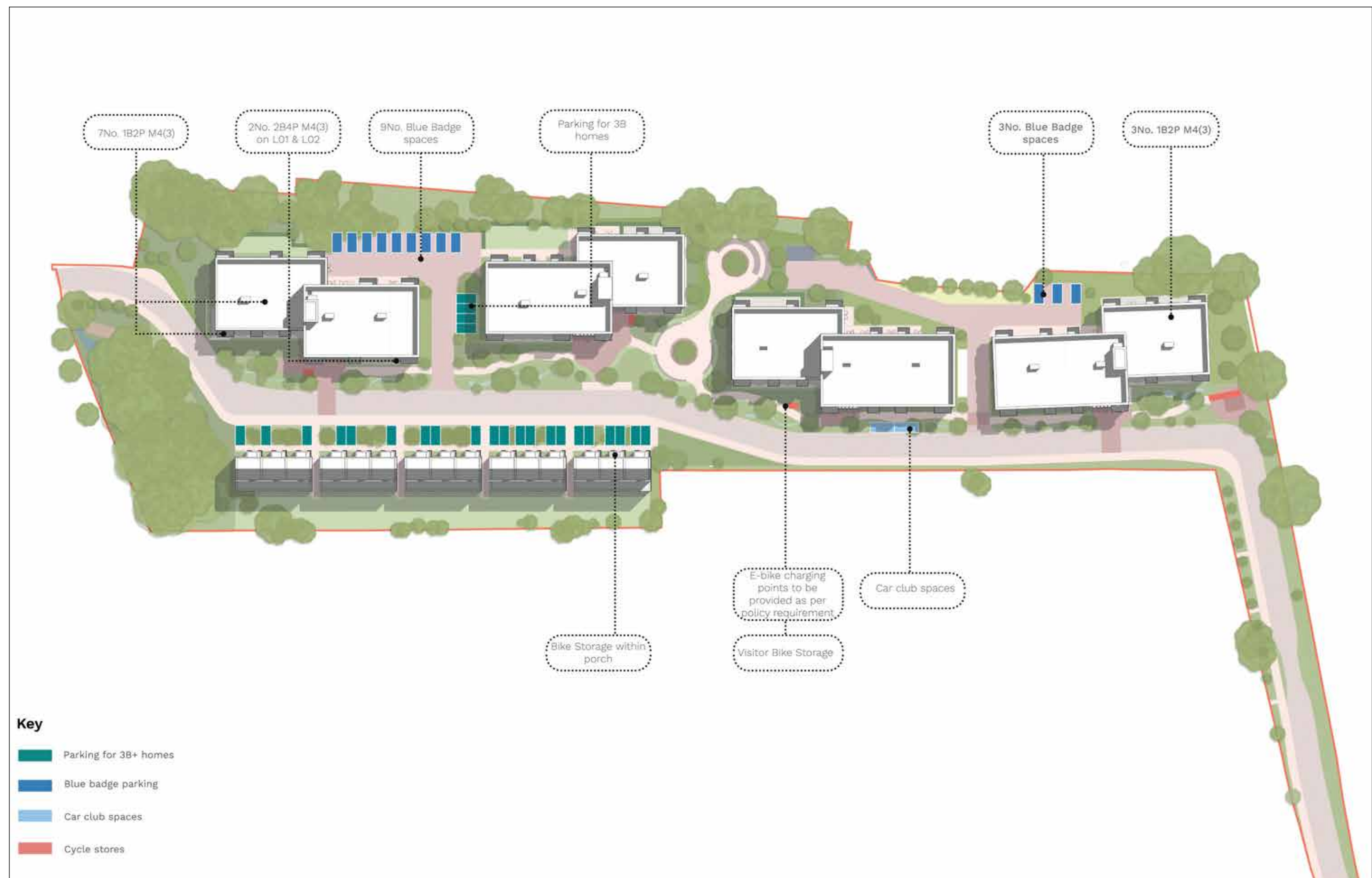
Car parking

Due to its central location, amenities within walking distance, and access to public transport, parking provision on site has been minimised.

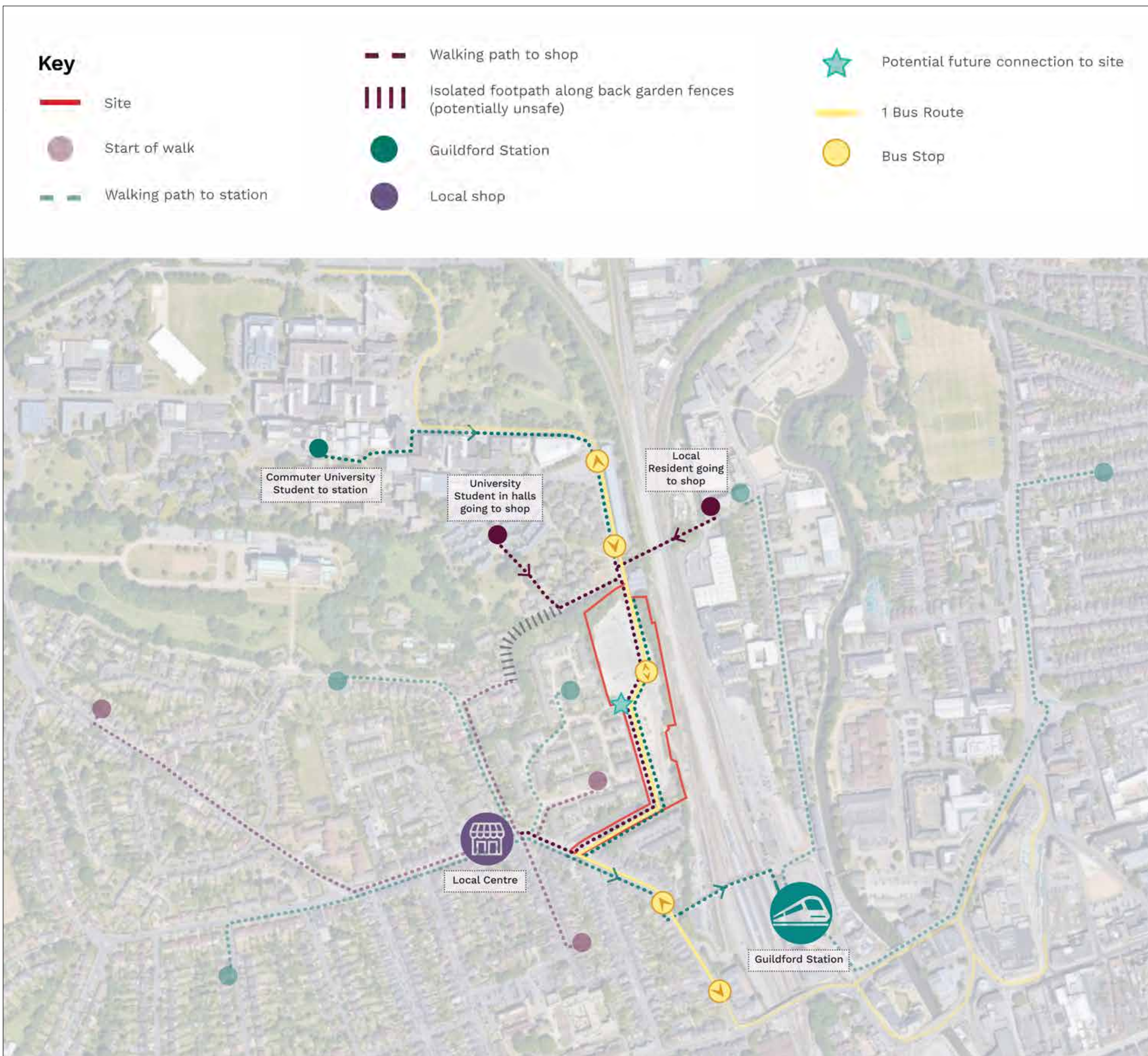
Car parking is proposed for the wheelchair user dwellings and houses and apartments with three or more bedrooms. There will be a maximum of 39 spaces across the site.

Cycle parking

Secure cycle parking will be provided at a minimum of one space per bedroom, with a total of 414 spaces.



Indicative site plan showing parking provision.



Analysis of connectivity surrounding the site.

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Next steps

Thank you for attending today's community event to find out more about the proposals for Guildford Park Road car park.

All information displayed today is available on our website: www.guildfordparkroad.com.

We invite you to share your suggestions on the ideas board for the social value programme and to complete a feedback form on the proposals.

You can do this by:

- Completing a form today
- Taking a form home with a freepost envelope
- Scanning the QR code below to complete the form online

Following this consultation, we will review feedback on the proposals. We aim to submit a full planning application this summer.

Scan below to
complete the form
online



July 2024
Wates selected as
Development Partner by
Guildford Borough Council

June 2025
Planning application
submitted

Summer 2026
Works start on site

March-April 2025
Community consultation

Autumn 2025
Planning consent

Autumn 2028
Completion



Proposed view showing the central amenity looking north.

Construction

Wates are experienced contractors and will work closely with the community and near neighbours throughout construction.

We are proposing to use modern construction methods, manufacturing buildings offsite. This is a significant benefit to the community in terms of speed, value, quality, risk reduction, waste reduction, sustainability and safety. It reduces the number of vehicle deliveries and on-site activities significantly, in turn reducing the level of noise and disruption.